



The New Strategic Selling: The Unique Sales System Proven Successful by the World's Best Companies (Miller Heiman Series)

By Robert B. Miller, Stephen E. Heiman, Tad Tuleja

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Editorial Review

Review

"Key insights into how to close more business and introduce winning sales systems to the entire organisation." In-Store Magazine 'Efficient, professional... the finest high-level training programme I have ever seen... a mini-MBA in how to sell national accounts.' Henry J Cockerill, former Senior Vice President, USA Fountain Sales, COCA-COLA Company 'Even more timely and effective today than when we first adopted it in 1986.' Gary Hardy, Global Leader of Sales Education and Development, The Dow Chemical Company

About the Author

Robert B Miller brings almost 40 years' experience in sales, consulting and executive management to help clients succeed in the sales arena. Stephen E Heiman has worked in sales development for over 30 years. Latterly he was Miller Heiman's President, CEO and chairman. Tad Tuleja is Miller Heiman's staff writer. They are also the authors of the other Miller Heiman best sellers, Large Account Management and Conceptual Selling. Miller Heiman is a global leader in sales training and its prestigious blue-chip client list is testimony to its success.

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